



LBPA TODAY

August 2000

Information Update for Lansdowne Business and Professional Association Members

VOLUME 4 NUMBER 7

Member News to Peruse

2000-2001 Officers Chosen! The LBPA membership selected its officers for the 2000-2001 year during its June meeting. For the most part, the LBPA officers will remain the same as last year, with one exception.

Fran Wayne, owner of **Before our Time Antiques**, is the lone new addition after being chosen to the position of Second Vice President. We all wish Fran well in her position and want to express our gratitude for devoting her time and efforts to the LBPA. She surely will prove to be a valuable asset.

Volunteers Clean Up! A few LBPA members recently did the entire community a good service when they embarked on a borough-wide cleanup project. **Pat and Nick Arone** enlisted the help of **Rose Marie Redheffer** and toured the borough in the Arones' son Chris' pickup truck. The group collected all of the unsightly old signs (pictured at right) that had been left posted on trees and utility poles in and around the business district. Their efforts in improving Lansdowne's appearance are greatly appreciated!



With Sympathy. The LBPA wishes to extend its most sincere condolences to Jim McGuigan on the loss of his wife, Kitty. In recent years Kitty was an active and supportive member of the LBPA. She will be missed by many.

Business of the Year! There is still room for a limited number of additional nominations for the LBPA Business of the Year Award. This year two LBPA businesses will be awarded — one that has been in business for less than two years and one that has been in business for more than two years. Applications must be received by September 30, and are available by calling Rose Marie Redheffer at 610-583-3000 or Jennifer Hoff at 610-623-2091.

Do you have member news? Contribute a news item for this space by calling Rose Marie Redheffer at 610-583-3000.

Upcoming Meetings

The LBPA's next meeting will take place sometime in September at an as-yet-undetermined location and date. All members will receive a meeting notice in the mail as soon as plans for the meeting are finalized. We look forward to seeing you there!



A Friendly Reminder

PAY your DUES !

LBPA membership dues for the 2000-2001 year are due by September 15, 2000. Please be sure to pay them as soon as you can. Your membership dues enable the LBPA to make a difference in our borough!

Your LBPA Officers

President

Jennifer Hoff(610) 623-2091

First Vice President

Lewis Rinaman(610) 623-5955

Second Vice President

Fran Wayne(610) 259-6370

Secretary

Pat Arone.....(610) 626-7320
Kelly Bliss.....(610) 394-2547

Treasurer

Rose Marie Redheffer.....(610) 583-3000

Lansdowne Business & Professional Association
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*"It has become appallingly obvious
that our technology has exceeded
our humanity."*

Albert Einstein

Telemarketing? Read This First!

Telemarketing. The mere mention of the word makes many of us cringe, bringing to mind the annoyance of unwanted telephone calls disrupting our lives.

Yet many businesses still use telemarketing to sell legitimate products and services. It is still a very effective way to introduce your company to prospects...if done properly. Often, after a sales call, a telephone follow up may close the sale. The telephone is a great tool for offering new services or additional products to your existing customers.

Today's savvy telemarketer has to cut through more clutter than ever. Aside from other telemarketers, direct mail, and print and broadcast advertising, there's now the additional competition of the Internet and marketing via e-mail (or "spamming").

When making a sales call, remember the importance of your voice. Your only tools to convey your message are your words and tone of voice. Telemarketing can't be your entire sales strategy, but it is an essential weapon. Follow these guidelines:

Prepare: You have just a few seconds to capture the prospect's interest. Since you are using your voice to convey your message, be focused and relaxed. Even if you get a rude response, remain courteous and professional.

Practice: Some telemarketers practice their pitch on low-probability prospects. This is disrespectful and could backfire. Instead, role play with a friend or co-worker, or just have an imaginary conversation to warm up. Write a rough script with your own language. If you improvise, you'll appear more natural.

Follow up: Send follow-up letters, brochures or other materials. Offer product information sheets by fax or e-mail. End calls quickly, but politely, when it is obvious a prospect is either not qualified or interested. Good luck! 🌱

Member Spotlight: George Yarnell, Podiatrist

Anyone whose ever experienced severe foot pain knows that, in general, problems with our feet can't be ignored. Due to the nature of our bodies and our dependency on our feet, foot problems don't go away. But with the help of a podiatrist, injured feet can come back stronger than ever.

With 30 years of practicing podiatry in Lansdowne, Dr. George Yarnell has helped a countless number of ailing feet. A second-generation podiatrist, George followed in the profession of his father. Jack Yarnell was a practicing podiatrist from 1943 until his death in 1968, and kept his son closely involved. As a youngster, George worked in his father's office, sparking his interest in the profession he would later choose as his career.

After graduating from Temple University, George earned his degree from Philadelphia College of Podiatric Medicine. Following his residency at St. Luke's and Children's Medical Center, George opened his podiatry office in an office on Baltimore Avenue next to Borough Hall. In 1983, he moved to his current location on North Lansdowne Avenue.

Dr. Yarnell says that many patients he treats appreciate his personal care, as well as his flexible office hours. He schedules appointments every day except Wednesdays and Sundays, including evening hours on Mondays and Fridays. Among the patients he treats are all sorts of individuals — children, adults and senior citizens; all with varying levels of physical activity. Every Friday morning, Dr. Yarnell treats patients at the Elwyn Institute, a school for handicapped and developmentally disabled individuals near Media.

Many of Dr. Yarnell's regular patients are diabetics, a segment of the population that generally have an increased level of podiatric needs. He explains that many diabetics suffer from peripheral neuropathy, a lack of sensation in extremities like the feet. This prevents many of them from recognizing injuries and trauma to the feet. Diabetics are also more susceptible to foot injury because of their inconsistent blood sugar levels. "Not paying attention to their feet can lead to dire consequences," Yarnell says.

Recently, Dr. Yarnell took a major step toward helping patients with neuropathy by becoming certified with use of a state-of-the-art podiatry sensory testing device. The certification will enable Dr. Yarnell to better diagnose and treat patients suffering from a lack of sensation in the foot, as well as other common foot ailments such as Morton's Neuroma, dorsal foot pain, tarsal tunnel syndrome and foot injuries.

Yet Dr. Yarnell also points out that visiting a podiatrist isn't only for those with debilitating foot pain — a podiatrist can look at a patient's foot to determine what preventative measures can be taken to ensure healthy feet. Athletes, senior citizens, and anyone who uses their feet on a regular basis can benefit from seeing a podiatrist.

"Just like you get your teeth checked periodically, you should have your feet checked as well," Dr. Yarnell says. "People tend to ignore their feet until something goes wrong with them. It's a lot easier to prevent foot problems before they develop." 🌱